

## CAN BEAT 5 DAYS COAST TO COAST

Auto Schedule of 4 Days  
22 Hours Is One  
Maker's Idea.

RECORDS HAVE MADE  
BIG CHANGES IN YEAR

Stutz, Cadillac, Marmon  
and Hudson in Turn  
Make New Figures.

Automobile driving across the continent is fast approaching the point when less than five days from coast to coast will be the record. The performance of the Hudson car recently in crossing in 5 days 3 hours 31 minutes came close to the five-day performance, and at that time was lost on account of an accident in Iowa and again because the pilot, coming down the Hudson River, got off the road from Albany to this city. The chances seemed all in favor of doing just about 5 days for the trip, when the latter mishap set things back so far.

Fred E. Moskowitz, of the Nordyke & Marmon Company, whose record of 5 days 18 hours 30 minutes it was that the Hudson broke, is firmly of the opinion that 5 days for the journey can surely be beaten. As a matter of fact, when the Marmon in July went out after the record, which was then 7 days 11 hours 52 minutes made by a Cadillac car in May, the running schedule called for speed that would have brought the Marmon car to the tape in 4 days 22 hours. And the Marmon was ahead of that schedule until the last 900 miles, when heavy cloudbursts broke up all calculations. Whether the Marmon will go back again to try, now that the record has been taken away, is not yet certain, but if it does and can adhere to the schedule, the record will come down another notch.

Away back in the early days of motoring, transcontinental trips were rarely attempted. The Reo had one of the first records, and that was in the neighborhood of two weeks, good enough, too, when the state of the automobile industry in this country, and particularly the state of the roads, are considered. It was not until coming down to modern times that anything like a starting cut was made in these figures. In May, 1915, E. G. (Cannonball) Baker came into New York driving a Stutz car, in which he and W. F. Sturm, an Indianapolis newspaper man, had driven 3,728 miles across the country in 11 days 7 hours 15 minutes. That seemed like a prodigious performance, especially after Baker in a speech at the Automobile Club of America told of some of the troubles he and Sturm had encountered.

It was nearly a calendar year later that Baker and Sturm made a new "cross-country" record, this time in a Cadillac eight, taking about a half day more than a week to complete their 3,380-mile journey from coast to coast. Then came the Marmon record, with S. B. Stevens, of Rome, N. Y., doing most of the driving, and that was followed by the Hudson performance, in which

### Next Saturday's Contest Promises To Be Real Record Breaker.

If the fastest cars, the best drivers and the finest speedway for motor cars in the country are the elements needed to make a great race, the Sheephead Bay Speedway has them for the second renewal of the Astor Cup contest that will be run next Saturday at the Bay. For this contest thirty-four entries already have been received and several others are pending, so that the field which goes to the post to do battle for 250 miles over the two-mile circuit will include in good numbers the greatest speed creations of the designers of racing motors.

Making of new records for sustained speed at the distance is predicted, and inasmuch as the title of champion of the year will go far toward being settled by the result of this race, the drivers will fight hard to go to the front and to earn the added prize money for this honor, as well as the \$25,000 that has been put up by the management at Sheephead Bay.

To date the signed entries are these: Crawford, Moore; Crawford, Klein; Crawford, Chandler; Kleinart, driver not named; Delage, Franchet; Delage,

four drivers took part. Ralph Mulford, A. H. Patterson, Charlie Vincent and E. V. Stratton did the driving on the Hudson trip. These last two cars covered 3,476 miles.

To make the trip in better than five days by automobile means averaging about thirty miles an hour from coast to coast. Any one who has done any considerable amount of touring realizes that this means terrific speed, all the

## FASTEST CARS, BEST DRIVERS IN ASTOR CUP RACE



Resta

Pullen

De Palma

Hicken

Rickenbacher



Christiaens



Wilcox



Chevrolet

### Thirty-four Entries and Perhaps More for 250-Mile Dash.

The Premier is another racing new-comer.

Whatever car Ralph de Palma drives is bound to be followed with interest. De Palma is popular, and is capable of getting great speed out of a car, when he has had a chance to tune it up thoroughly. If de Palma has the mount on a Peugeot he will make the other drivers of this French marque go fast to head him. If he sticks to the Mercedes, which he has so long driven, he will give an exhibition of headwork and judgment that will go far toward landing him the major prize, although his car may not have the speed for one lap of the entries opposed to him.

There will be elimination trials next Thursday, and the cars that cannot show ninety miles an hour for the course will be forced to withdraw. No more than thirty-two cars will be permitted to start.

The speedway has a seating capacity of more than 60,000 and space for parking 10,000 cars, but with a clear day this capacity will undoubtedly be tested to the limit. Tickets have been put on sale at 1624 Broadway, where the speedway management has opened an office, at all ticket agencies, at R. H. Macy's service bureau and at Abraham & Straus, in Brooklyn.

Devigne; Dans l'Argent, Muller; Duesenberg, Devlin; Peugeot, Resta; Hudson, Vail; Adams Special, Adams; Sunbeam, Christiaens; Sunbeam, Chevrolet; Duesenberg, Milton; Duesenberg, Ruckstett; Mercer, Pullen; Mercer, Special, Bergdoll; De Palma, either Mercedes or Peugeot; Erber, Gable; Omar, Taff.

A feature of the race is the reentry into "big league" competition hereabouts of the Mercer cars, with Pullen and Ruckstett as pilots. The Mercer cars have been testing at Sheephead Bay since June. They did not start in preceding Sheephead Bay races because of lubrication troubles. The work-outs that have been going on for a couple of months have shown that

these cars are capable of high speed for a long period of time, better than 100 miles in an hour of running, so that they can be expected to do battle with the foreign cars that have been cleaning up things so generally.

Other American entries that have great speed and good drivers on them are the Maxwell and Duesenberg cars.

Whitall: I drove from Worcester to Hartford in two hours fifteen minutes. Money, chalk of marbles, I can beat any one in the crowd.

Partridge: I can't make a speech. I'll tell a story.

He is still telling it an hour later.

There is general confusion. It is a big night and big things occur.

Curtain.

ACT V—There Ain't None.

There should have been a fifth act, but the author must apologize to his readers, inasmuch as he left the tour at Hartford and merely heard that Ray Owen, who drove home from Boston in seven hours, gave a party at his house at Pelham.

The Gloom: A good reporter would have got the whole story.

FINIS.

"Birthday" for Chalmers Car.

A nation-wide birthday celebration, in which over 1,500 Chalmers distributors and dealers will act as hosts, is announced for September 29.

The General Engineering Company, of Detroit, is preparing to build in quantities a steam car, which is the invention of Abner Doble, and which differs from earlier steamers in that the burner is electrically lighted and has not the oldtime pilot light, which steam car users will recoil with varied emotions. The car burns kerosene, and will travel fifteen miles to the gallon, it is stated.

"The radiator of the car is used to condense the exhaust steam, and as the water is used over and over again the tank needs a new supply only once every 1,400 miles," says Mr. Doble.

"This feature also enables me to keep a thin film of oil on the inner surfaces of all the generator tubing, by mixing

that it would be thought every car owner would realize how vitally important it is to see that his car is kept greased and oiled. For the owner, driver, especially in a city garage, this is a messy and disagreeable job, and one that he would willingly be spared if he could be sure he could find someone who would faithfully go over his car and keep it greased. Tipping a garage helper to do it does not mean it will be thoroughly done, however, and very often the owner takes things for granted and goes right on until the breaking of a ball race or the cracking of a gear tells him he must have overlooked something.

A couple of men in this town who have been giving this phase of the automobile business serious attention have begun a service to owners of cars that will relieve them of the mess and trouble of keeping their cars properly lubricated. They contract with the owner that he may bring his car in as often as need be for a complete and thorough lubrication at all the many points that care in general need to be greased. They have opened up a place appropriately called The Grease Spot, at 24 West Seventy-sixth street. The service is 24 hours a day, for the benefit of the man who can't get his car in the daytime for the lubrication.

Suffragists Near End of Tour.

Mrs. Alice Snitzer Burke, who started from New York last April in a Saxon Four roadster to tour the

## It's a Hard Life, Lads; or, Out of His Owen Pocket

A Drama Based on the Second Annual Owen Magnetic Tour, Booked for a Five-Day Run, in Several Acts and Scenes. For the benefit of those who never have been on one of these tours, it may be mentioned that R. M. Owen, a manufacturer of cars with magnetic transmissions, takes out a flock of cars with people in them to make ballast, in order to prove to himself that they will run 800 miles at a stretch. He did this last year, but wasn't sure that the 1916 tour would repeat. The action opens the morning of September 9, in front of Owen's store, at Broadway and Fifty-seventh Street. A dozen cars are

ists are at the Inn, Great Barrington, 125 miles away. They are hungry. Partridge, that plump and pleasing person, provides provender. They all eat. Young John Wetmore finds at sixty that he is not so old. The food is all right; the weather is perfect and the cars are running well.

R. M. Owen: Let's go.

The Gloom: It was a Rotten Meal.

Scene III. The Boiling Point.

They climb from North Adams over the Mohawk Trail. At the Boiling Point, which is the Hairpin Turn on the Trail, they encounter the New England use of water power in a practical way. Small boys with cans of water

The Chorus: Some sunshine, eh? The Gloom: I remember 'bout forty years ago we had two fine days together like this in September. But it didn't last. This is a weather brewer. R. M.: Let's go.

Scene II. The Notch.

They toil up Sugar Hill and arrive on the plaza before the Profile House.

Partridge: Everything fine, boys?

The Gloom: I'll rain to-morrow.

Ralph Owen: This is no job. Nothing to repair.

The Gloom: Wait until to-morrow. You just think those cars are running well.

ful style. The tourists arrive at the Copley-Plaza and there distribute themselves throughout the rooms. In the evening the big banquet.

R. M.: I'm in favor of touring. I like this stuff.

The Chorus: So do we.

The Gloom (as toastmaster): It's been a rotten trip. Well, it's all over now, except to get back to New York.

Old John Wetmore: We've got a rotten toastmaster.

The Chorus: Cheers.

R. M.: I'm going to leave you, boys. I'm going right through to New York in the morning. But take your time.

The Chorus: O K, Boss.

R. M.: Let's go.

Curtain.

Act IV.

Scene I—Homeward Bound.

Boston to Worcester. Good enough, but we've had so much better it doesn't make a hit. Lunch at the Hancock.

The Gloom: I'm tired of eating.

Scene II—Night Life in Hartford.

At the Heublein. The big wind-up meal.

## News and Notes

Believing in the importance of Westchester County as a center for the sale of motor cars, the Packard Motor Car Company has opened a direct factory branch in White Plains. The building is at Mamaronck and Martine avenues. It is expected that the Packard cars and others in the Harron Motors Corporation. The building also provides service facilities for Packard owners on tour, as well as those resident in Westchester.

Theodore F. MacManus has been appointed sales and counsel to the Scripps-Booth Company, of Detroit.

A semi-racing type of sport car, with low lines, has been brought out by the Maibohu Motors Company, of Racine. This car is to sell at \$995.

The personnel of the company includes P. C. Maibohu, former president of the Maibohu Wagon Company; H. C. Maibohu, W. C. Maibohu and J. R. Foster.

The Clyde Motor Truck Company, headed by W. F. Melhuish, formerly of the White Motor Company, has a plant at Farmingdale, Long Island.

F. Mais, ex-chief engineer for the Studebaker Corporation, is engineer for the Clyde company. A one-ton truck will make its appearance about October 15.

The H. & N. Carburetor Company, which makes gasoline and kerosene carburetors, has bought a plant at Long Island City. The company will have its service department at 38 West Sixty-second Street and its office and sales department at 1675 Broadway.

Ray Harron, who some months ago resigned as chief engineer of the Maxwell Motor Company, has associated himself with John Guy Monahan and others in the Harron Motors Corporation, which will bring out a \$595 four-cylinder car. The plant of the new company is at Wayne, Mich., to the west of Detroit. The car is to be of pressed steel. Harron is a master designer and engineer.

Monahan, recently resigned as vice-president and general manager of the Maxwell Motor Company, of Jackson, Mich., and formerly with the Cole and Premier companies, of Indianapolis.

F. A. Volbrecht, former secretary, treasurer and general manager of the King Motor Car Company; the merchandising manager of a large motor car company, whose name will be announced later; R. Ward Macey, with Ford, Franklin and Premier companies, and Paul Hale Bruske, prominent in automobile advertising, from former connection with the Studebaker and Maxwell companies, are in the new company.

The United Motors Corporation has bought out the Lovell-McConnell Manufacturing Company, of Newark, makers of the Klaxon horn. United Motors now includes Perlman Rim, Remy Electric, New Departure Manufacturing Company, Hyatt Roller Bearing and

the Delco starting and lighting system. With Overland has closed a contract for Klaxon horns for Overland needs for a term of years. Buick, Cadillac, Oldsmobile, Oakland, Scripps-Booth and Chevrolet also are customers of the Klaxon company.

Joseph Porter, of the King Car Corporation in this city, has been appointed assistant sales manager of the King Motor Car Company of Detroit. This arrangement will not interfere with his work as special representative of the King interests in this city. He will cooperate with C. B. Rice, the new local retail sales manager.

The Bosch Magneto Company is adding further to its factory at Springfield, Mass. A new building providing about 60,000 square feet will bring the additions to the manufacturing space in the year to more than 130,000 square feet.

Harry J. Everall has opened an office and salesroom at 250 West Fifty-fourth Street for the Roamer car, which will be sold exclusively in New York by him.

The new Ford models are being exhibited at 50 Broad Street, a branch having been opened there by Hetzer Bros., of 2002 Broadway.

Growth in the business of the Colt-Stratton Company, dealers in Dodge Brothers and Cole motor cars, has forced them to consider the transfer of their entire mechanical plant from their present quarters, in Broadway at Fifty-seventh Street, to a location further uptown, with more work room and added convenience for patrons.

August, 1916, for the Paige-Detroit Motor Car Company not only was the best month of the year, but it surpassed in volume of business the record of any other month in the entire history of the company. The amount of business transacted in the thirty-one days totaled \$2,029,200.

The Firestone Tire and Rubber Company, at Akron, announces an increase in volume of business. Before this increase the volume of business of this company had reached more than \$25,000,000 annually through steady, persistent growth. The business was established sixteen years ago. Five years ago the company moved into a new plant it had erected. In the five years since its annual sales have increased 257 per cent.

Harry J. De Bear, manager of the New York branch of the Maxwell Motor Sales Corporation, at 1808 Broadway, has found it necessary to increase his sales force.

He has appointed E. J. Sullivan head salesman to handle all the details connected with the sales force. Mr. Sullivan has been associated with the Maxwell branch for the last year.

United States in the interest of the equal suffrage movement, has passed through Detroit en route to her starting point.

In five months Mrs. Burke has travelled across the continent and back again, stopping in all of the principal cities of the country to carry on the work of the National American Woman Suffrage Association. The speedometer of her little Saxon shows over 9,000 miles and the diary of the trip takes stops at 135 different cities.

Otis C. Friend, who two months ago resigned from the Mitchell Motors Co., Inc., where he was vice-president and sales manager, to become vice-president and general manager of the United Motors Corporation, has returned to the Mitchell, as president and general manager this time. Friend succeeded H. L. McClaren, who has resigned. Friend has been with the Mitchell since 1904, rising from retail salesman in the Chicago branch to dealer at Milwaukee. In 1908 he went with the factory, and has been purchasing agent, factory manager, advertising manager, assistant sales manager and foreign sales manager in turn.

Does Your Car Need Grease?

It has been said so often that lubrication is the all-essential to the right running and service of an automobile

small amount of oil with the water. This prevents scales and rust, and takes care of all engine lubrication except that in the crank case. One gallon of oil is sufficient for 8,000 miles.

"To start the car nothing is required but to turn the ignition switch and open the throttle. If the generator is dead cold from standing a day or more one and a half minutes are required to generate steam. In maintenance is effected by the absence of clutch, gear set propeller shaft and universal joints, yet my car will travel anywhere from a snail's pace up to eighty miles an hour without the slightest noise or vibration. The engine, by the way, has only fifteen moving parts."

The General Engineering Company officers are: President, Claud L. Lewis; vice-president and general manager, Abner Doble; secretary and treasurer, Morgan J. Hammers. Mr. Lewis and Mr. Hammers have both been identified with the Consolidated Car Company.

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